

The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls to enroll in a program or receives information about a program.

## Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Phone: Inbound English	165	77.1 %	681	78.4 %
Phone: Inbound Spanish	-	-	2	0.2 %
Phone: Inbound Warm Transfer	2	0.9 %	3	0.3 %
Phone: Re-enrollment Offer	-	-	1	0.1 %
Phone: Outbound Self-Referral	1	0.5 %	3	0.3 %
Web	5	2.3 %	10	1.2 %
Fax	41	19.2 %	169	19.4 %
<b>Total</b>	<b>214</b>	<b>100.0 %</b>	<b>869</b>	<b>100.0 %</b>

## Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	192	89.7 %	782	90.0 %
Proxy	3	1.4 %	13	1.5 %
Provider	5	2.3 %	22	2.5 %
General Public	14	6.5 %	52	6.0 %
<b>Total</b>	<b>214</b>	<b>100.0 %</b>	<b>869</b>	<b>100.0 %</b>

## How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Brochure/Newsletter/Flyer	15	8.1 %	61	7.8 %
Cigarette Pack (Quit Assist)	-	-	2	0.3 %
Community Organization	6	3.2 %	20	2.6 %
Employer/Worksite	13	7.0 %	34	4.4 %
Family/Friend	12	6.5 %	72	9.2 %
Health Department	17	9.1 %	53	6.8 %
Health Insurance	3	1.6 %	11	1.4 %
Health Professional				32.7 %
Dental Hygienist	-	-	1	0.1 %
Health Care Provider	41	22.0 %	159	20.4 %
Health Educator	3	1.6 %	15	1.9 %
Mental Health Provider	5	2.7 %	8	1.0 %
Nurse	6	3.2 %	24	3.1 %
OB/GYN Specialist	-	-	4	0.5 %
Other	10	5.4 %	25	3.2 %
Other Specialist	1	0.5 %	8	1.0 %
Pharmacist	-	-	2	0.3 %
Physician Assistant	-	-	2	0.3 %
Social Worker	-	-	6	0.8 %
Substance Abuse Provider	1	0.5 %	1	0.1 %
<b>Sub Total</b>	<b>67</b>	<b>36.0 %</b>	<b>255</b>	<b>32.7 %</b>
Newspaper/Magazine	1	0.5 %	5	0.6 %
Outdoor Ad				1.3 %
Banner	-	-	1	0.1 %
Billboard	-	-	7	0.9 %
Other	1	0.5 %	2	0.3 %
<b>Sub Total</b>	<b>1</b>	<b>0.5 %</b>	<b>10</b>	<b>1.3 %</b>
Radio	1	0.5 %	5	0.6 %

## How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Re-enrollment Offer	-	-	1	0.1 %
TV/Commercial	24	12.9 %	149	19.1 %
TV/News	-	-	1	0.1 %
Website	9	4.8 %	25	3.2 %
Does Not Remember	2	1.1 %	5	0.6 %
Other	15	8.1 %	71	9.1 %
Refused	9		26	
Not Collected	19		63	
<b>Total</b>	<b>214</b>	<b>100.0 %</b>	<b>869</b>	<b>100.0 %</b>

## Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Male	59	35.8 %	253	36.4 %
Female	106	64.2 %	443	63.6 %
Refused	-		1	
Not Collected	-		1	
Not Asked	-		-	
<b>Total</b>	<b>165</b>	<b>100.0 %</b>	<b>698</b>	<b>100.0 %</b>

## Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Hispanic	8	5.2 %	40	6.0 %
Non-Hispanic	145	93.5 %	620	93.7 %
Does Not Know	2	1.3 %	2	0.3 %
Refused	1		3	
Not Collected	9		31	
Not Asked	-		2	
<b>Total</b>	<b>165</b>	<b>100.0 %</b>	<b>698</b>	<b>100.0 %</b>

## Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
White	121	78.1 %	524	79.2 %
Black or African American	23	14.8 %	89	13.4 %
Asian				0.2 %
Asian Indian	-	-	-	-
Cambodian	-	-	-	-
Chinese	-	-	7	0.2 %
Filipino	-	-	-	-
Hmong	-	-	-	-
Japanese	-	-	-	-
Korean	-	-	-	-
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	-	-
Other Asian	-	-	-	-
Indonesian	-	-	-	-
Does Not Know	-	-	-	-

## Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asian				0.2 %
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
<b>Sub Total</b>	-	-	<b>1</b>	<b>0.2 %</b>
Native Hawaiian/Other Pacific Islander				-
<i>Native Hawaiian</i>	-	-	-	-
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Saipanese, Kosraean)</i>	-	-	-	-
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
<b>Sub Total</b>	-	-	<b>0</b>	<b>0.0 %</b>
American Indian or Alaskan Native	4	2.6 %	12	1.8 %
Arab or Arab American	-	-	-	-
Not Asked	-		2	
Other	7	4.5 %	36	5.4 %
Does Not Know	-	-	-	-
Refused	1		3	
Not Collected	9		31	
<b>Total</b>	<b>165</b>	<b>100.0 %</b>	<b>698</b>	<b>100.0 %</b>

## Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	165	100.0 %	690	98.9 %
Spanish	-	-	8	1.1 %
<b>Total</b>	<b>165</b>	<b>100.0 %</b>	<b>698</b>	<b>100.0 %</b>

## Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	2	1.2 %	5	0.7 %
18 to 24	18	11.0 %	79	11.4 %
25 to 30	17	10.4 %	89	12.8 %
31 to 40	26	15.9 %	114	16.4 %
41 to 50	43	26.2 %	160	23.1 %
51 to 60	39	23.8 %	160	23.1 %
61 to 70	13	7.9 %	59	8.5 %
71 to 80	6	3.7 %	24	3.5 %
Over 80	-	-	4	0.6 %
Not Collected	-		-	
Refused	1		4	
<b>Total</b>	<b>165</b>	<b>100.0 %</b>	<b>698</b>	<b>100.0 %</b>

## Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than grade 9	5	3.2 %	20	3.1 %
Grade 9-11, no degree	18	11.7 %	89	13.7 %
GED	6	3.9 %	43	6.6 %
High School Degree	49	31.8 %	181	27.8 %
Some College or University	37	24.0 %	175	26.9 %
College or University Degree	33	21.4 %	107	16.4 %
Some Technical/Trade School	1	0.6 %	8	1.2 %
Technical/Trade School Degree	4	2.6 %	27	4.1 %
Does Not Know	1	0.6 %	1	0.2 %
Refused	-		3	
Not Collected	8		29	
Not Asked	3		15	
<b>Total</b>	<b>165</b>	<b>100.0 %</b>	<b>698</b>	<b>100.0 %</b>

## Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Cigarette	153	86.4 %	662	91.1 %
Cigar	11	6.2 %	28	3.9 %
Pipe	2	1.1 %	3	0.4 %
Smokeless Tobacco	11	6.2 %	32	4.4 %
Other	-	-	2	0.3 %
Not Collected	-		4	
<b>Total</b>	<b>177</b>	<b>100.0 %</b>	<b>731</b>	<b>100.0 %</b>

## Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Pregnant	91	85.8 %	383	86.5 %
Currently Pregnant	13	12.3 %	53	12.0 %
Planning Pregnancy in the Next 3 Months	1	0.9 %	4	0.9 %
Currently Breastfeeding	1	0.9 %	3	0.7 %
Refused	-		-	
Not Collected	-		-	
<b>Total</b>	<b>106</b>	<b>100.0 %</b>	<b>443</b>	<b>100.0 %</b>

## Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asthma	38	19.0 %	145	17.3 %
CAD	18	9.0 %	75	9.0 %
COPD	23	11.5 %	124	14.8 %
Diabetes	28	14.0 %	97	11.6 %
None	93	46.5 %	389	46.4 %
Does Not Know	-	-	8	1.0 %
Refused	-		-	
Not Collected	3		14	
<b>Total</b>	<b>203</b>	<b>100.0 %</b>	<b>852</b>	<b>100.0 %</b>

## Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Precontemplation	-	-	2	0.3 %
Contemplation	10	6.1 %	44	6.4 %
Preparation	124	75.6 %	548	80.0 %
Action - Unknown	6	3.7 %	17	2.5 %
Action - Less than 24 hours	3	1.8 %	11	1.6 %
Action - 24 hours to less than 7 days	11	6.7 %	34	5.0 %
Action - 7 days to less than 1 month	7	4.3 %	22	3.2 %
Action - 1 month to less than 6 months	3	1.8 %	4	0.6 %
Maintenance - 6 months or more	-	-	3	0.4 %
Not Collected	1		13	
<b>Total</b>	<b>165</b>	<b>100.0 %</b>	<b>698</b>	<b>100.0 %</b>

## Tobacco Users by Income Level

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than \$10,000	53	36.3 %	200	31.8 %
Less than \$15,000 (\$10,000 to less than \$15,000)	23	15.8 %	98	15.6 %
Less than \$20,000 (\$15,000 to less than \$20,000)	18	12.3 %	83	13.2 %
Less than \$25,000 (\$20,000 to less than \$25,000)	6	4.1 %	39	6.2 %
Less than \$35,000 (\$25,000 to less than \$35,000)	8	5.5 %	52	8.3 %
Less than \$50,000 (\$35,000 to less than \$50,000)	10	6.8 %	55	8.7 %
Less than \$75,000 (\$50,000 to less than \$75,000)	16	11.0 %	44	7.0 %
More than \$75,000	7	4.8 %	29	4.6 %
Does Not Know	5	3.4 %	29	4.6 %
Refused	8		21	
Not Collected	11		48	
<b>Total</b>	<b>165</b>	<b>100.0 %</b>	<b>698</b>	<b>100.0 %</b>

## Female Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	1	0.2 %
Heterosexual or straight	90	93.8 %	380	93.6 %
Gay or lesbian	1	1.0 %	9	2.2 %
Bisexual	2	2.1 %	9	2.2 %
Other	2	2.1 %	4	1.0 %
Does Not Know	1	1.0 %	3	0.7 %
Not Asked	1		5	
Not Collected	-		-	
Refused	9		32	
<b>Total</b>	<b>106</b>	<b>100.0 %</b>	<b>443</b>	<b>100.0 %</b>

## Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	1	1.9 %	1	0.4 %
Heterosexual or straight	50	92.6 %	221	96.1 %
Gay or lesbian	1	1.9 %	5	2.2 %
Bisexual	1	1.9 %	2	0.9 %
Other	1	1.9 %	1	0.4 %
Does Not Know	-	-	-	-
Not Asked	-		2	

## Kansas Tobacco Quitline Demographic Report

From 10/1/2011 through 10/31/2011  
Contract Dates from 7/1/2011 through 10/31/2011

### Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Collected	-		-	
Refused	5		21	
Total	59	100.0 %	253	100.0 %